

June 22, 2010

Public Hearing-Sign Variance: V10-0002.

Owner(s): Dallas Soccer, L.P. dba FC Dallas

DESCRIPTION:

A request to allow an increase in size and area for wall signs and banners at Pizza Hut Park. Also known as 6000 Main Street; Pizza Hut Park. Zoned PD-188-Office-2. Neighborhood #46. SC

REMARKS:

FC Dallas is requesting a variance to the maximum sign height and area for proposed exterior wall signs at Pizza Hut Park. The first request, wall signs, is a request from the Planned Development Standards (PD-188) which allows for exterior wall signs on the southeast, southwest and northwest concession buildings with maximum height of eight feet and a maximum length of 90% of the wall length. The second request, banners, is from the Sign Ordinance.

Variance from PD-188 – Wall Signs

The table below shows the comparison between what is allowed, what is being proposed and the delta between the two. The sign area is limited by the length of the surface in which the sign is attached. The size proposed for these signs is 24 feet in width by 13 feet in height. (See Wall Sign Exhibits 1-4.)

Wall Signs	Allowed	Proposed	Difference
Height (feet)	8	13	5
Area (square feet)	194.4	312	117.6

Variance from Sign Ordinance – Banners

This request includes two additional wall signs on the tower elements at the main entrance on the west side of the stadium. The table below shows the comparison between what is allowed, what is being proposed and the delta between the two. The proposed dimensions are 15 feet in width and 44 feet in height. (See Banner Exhibits 1-4)

Banners	Allowed	Proposed	Difference
Height (feet)	32.4	44	17
Length (feet)	8	15	7
Area (square feet)	259.2	660	400.8

The Sign Ordinance states the Planning & Zoning Commission shall determine that a request meets three of the following criteria in order to approve a variance request. The four criteria are as follows with staff's comment on each of the criteria.

1. The proposed sign shall not adversely impact the adjacent property (visibility, size, etc.).

Staff agrees that the proposed signage will not have an adverse impact upon adjacent properties.

2. The proposed sign will be of a unique design or configuration.

The proposed signage depicts graphic imagery depicting key moments in FC Dallas franchise history with no sponsorship advertisement. Staff agrees that the proposed signage is of unique design.

3. The special exception is needed due to restricted area, shape, topography or physical features that are unique to the property on which the proposed sign would be erected.

There are no restrictions to this property due to physical features.

4. The special exception substantially improves the public convenience and welfare and does not violate the intent of the ordinance.

Pizza Hut Park is a major attraction for visitors to the City. This facility hosts a variety of events that attract people from across the region and the nation. These types of entertainment facilities general have special signage to promote these events. Approval of this variance request improves public convenience and welfare by drawing attention to primary events and promoting major events.

RECOMMENDATION:

Staff recommends approval of this variance request.